

Steven and Carrie York
Fuel Freedom International

6-21-06

Dear Sir or Madam:

We are writing this letter today because we have recently heard of and are greatly concerned about the proposed "Business Opportunity Rule R511993." In it's present form, it could prevent us from continuing to conduct our business as "Fuel Freedom International Distributors/Consultants."

The FTC's responsibility is to protect the public from "unfair and deceptive acts or practices," but sections of the proposed rule will make it difficult or impossible for us to sell "Fuel Freedom International" Products.

We have been involved with several Multilevel Marketing /Direct Selling companies over the years. We used the products and felt they were exceptional so we became involved.

This business provides additional income and our family is supported through this direct selling trade. We have a son who has graduated high school and needs our support to help with his continuing education. Our daughter is coming up right behind him.

The best part about this type of business is that we make our own hours and our success depends on how much time and effort we "choose" to put into it.

As any type of profession in sales including; communications (cell phone accounts), home improvement, automobile, real estate, etc. the salesperson relies on a time period along including his/her ability to present the product using professional skills and training. Time is of the essence in order to "sell the product."

If the 7-day waiting period is imposed, this will cut our opportunities drastically. The general public purchases products from sales people everyday. We know by common sense that people will not wait seven days in order to be able to purchase products; or buy into cell phone companies, memberships to gyms, clubs, etc.

In fact we know of several individuals including ourselves, who have had negative experiences more often with these types of purchases than with direct marketing.

The 7-day waiting period would be oppressive. It reflects a negative impression about the company and would make the prospective client think that there is something really wrong about the business decision they are contemplating.

There are policies in place with our Direct Selling Company that allows for a refund if for any reason the person is dissatisfied. In order to speak with someone about the company or the products would require us to fill out and send many reports to company headquarters. Not fair.

The proposed rule also calls for the release of any information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It would not matter if the company were found innocent. We all know there are wicked people out there that go around trying to defraud businesses and companies to make gain. Does this usually reflect in a positive way on the business that was a victim of a scam?

Any individual or company can be sued for almost anything. It just doesn't make sense that we would have to disclose these lawsuits unless "Fuel Freedom International" or any direct selling company is found guilty.

This is unfair and reflects negatively on our personal integrity~ The very idea that we would actually sell for a company that must now disclose that they have been sued places us at an unfair advantage with our perspective clients.

How many cell phone companies are in litigation? Not to mention many other types of business that rely on sales; well should they be required to disclose lawsuits to their potential clients??

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser.

We are glad to provide references when asked, as long as we have the permission of satisfied and willing clients. This proposed rule means giving out personal information of individuals (without their

approval) to strangers. Also, having to give out this information could meet with disapproval from our established clientele. For instance, what if they are involved in other companies or businesses including those of competitors. We would also have to get a list of the 10 prior purchasers from FFI Headquarters and then "wait" for the list.

If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers. People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with people they have never met. Ultimately this will destroy our business if this goes through.

We are aware that the FTC does work to protect consumers, yet we believe this proposed new rule has many unintended consequences and believe there are less burdensome alternatives available for them to achieve consumer protection.

We thank you for your time in considering our point of view.

Respectfully,

Steve and Carrie York